

# REQUEST FOR QUALIFICATIONS/ REQUEST FOR PROPOSALS



## CITY OF SAN BRUNO REDEVELOPMENT AGENCY

### DEPARTMENT OF PLANNING AND BUILDING

## DOWNTOWN IMPROVEMENT PLAN



ISSUE DATE:  
May 1, 2000

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**REQUEST FOR QUALIFICATIONS (RFQ)  
AND  
REQUEST FOR PROPOSALS (RFP)**

**CITY OF SAN BRUNO  
DOWNTOWN IMPROVEMENT PLAN**

May 1, 2000

The City of San Bruno, through its Redevelopment Agency, is seeking to retain a professional consulting firm to provide professional services to prepare a plan for downtown San Bruno.

**I. INTRODUCTION**

**BACKGROUND**

The City of San Bruno, home to approximately 41,000 residents, is a General Law City governed by a five-member elected City Council. The members of the City Council also serve as the members of the Redevelopment Agency. The City is situated on the northern San Francisco Peninsula, approximately 10 miles south of San Francisco. San Bruno is neighbored by San Francisco International (SFO) Airport to the east, Millbrae to the south, South San Francisco to the north, and Pacifica to the west.

Downtown San Bruno is considered the City's Central Business District (C-B-D). The C-B-D, a four-block stretch of San Mateo Avenue, from El Camino Real to San Bruno Avenue, is currently home to approximately 110 to 140 businesses and hosts a wide variety ethnically diverse businesses, ranging from international restaurants and stores to various retail facilities. The major establishments in the downtown include Artichoke Joe's Casino, Bank of America, and "Lullaby Lane," a children's clothing and furniture store.

In evaluating the current state of Downtown San Bruno, the City feels a Downtown Improvement Plan will provide an opportunity to incorporate a proposed Public Library and Community Meeting Facility as a major design element in the rejuvenation of the downtown.

**HISTORY**

Through the years, the City has made numerous attempts to revitalize the downtown area. In early 1987, the consultant team of Bodrell Joer'dan Smith Partnership and Michael Freeman, Gregory Tung & Associates prepared *Downtown Design Guidelines*. This document provides a framework to guide private design actions in the downtown so that individual projects work together to create a well formed and well used downtown district. These guidelines are currently used to help guide the limited development and improvements that occur in the downtown district.

In 1997, the City, through its Business and Economic Development Committee, considered establishing a Business Improvement District (BID) for the downtown area, but did not proceed with the concept due to lack of business support. However, the stated objective of the Action Plan for Downtown San Bruno remains the same:

*Create and implement a master plan for downtown which: Improves public amenities; generates a diverse mix of retail, services and entertainment; establishes a sense of community; and enhances the quality of life for shoppers and visitors while contributing to the city's overall economic well-being.*

During this same time period, the City undertook a feasibility study of establishing a Redevelopment Project Area. In June of 1999, the San Bruno adopted a 717 acre project area (which includes the downtown area) and Redevelopment Plan to help alleviate physical and economic blighting conditions.

In late 1999 and early 2000, the City studied its current library and community meeting facility space and determined that additional space is needed in the future. Through public meetings and consultants recommendations, it was determined that the library should be expanded and provide for community meeting space and that this future facility should be situated in the downtown area.

Downtown San Bruno is in the heart of this Redevelopment Project Area and is considered a city-wide priority. Therefore, as one of its first projects to implement the Redevelopment Plan, the Redevelopment Agency issued this RFP/RFQ.

## **II. SCOPE OF SERVICES**

The Consultant shall prepare a Downtown Improvement Plan which will serve as a guide for public and private development and improvements in San Bruno's Central-Business-District and immediate environs consistent with the objectives of the Action Plan for Downtown San Bruno as cited above .

A major emphasis of the plan should focus on recommendation(s) regarding the future location of a Public Library and Community Meeting Facility in terms of meeting the needs of Library patrons and the general public, as well as having potential as a catalyst for rejuvenation of the downtown. This public improvement is envisioned to serve as an anchor to the downtown, and the Downtown Improvement Plan shall complement this facility.

Other major components of the plan shall include, but not necessarily be limited to:

- < Recommendations regarding changes in the General Plan or Zoning Ordinance, if appropriate, including recommendations for size or boundaries of the Central Business District, provisions for outdoor uses, special events, marketing plans, etc.;
- < Public improvements to sidewalks, street lighting, parking facilities (existing or proposed), common or shared trash enclosure facilities, loading zones, street furniture and amenities, public identification signs and banners, and landscaping;

- < Vehicular and pedestrian traffic patterns and circulation, including physical and visual links to mass transit (BART, CalTrain, and SamTrans) and public parking lots, as well as potential downtown shuttle services;
- < Conceptual design for traffic circulation improvements to the intersection of San Mateo Avenue and El Camino Real to allow left-turn maneuvers onto El Camino from southbound San Mateo Avenue;
- < Recommendations for replacement and/or redesign of the two (2) “Downtown San Bruno” identification signs near San Mateo Avenue/El Camino Real and near San Bruno Avenue/San Mateo Avenue/Huntington Avenue intersections;
- < Coordination of plans with existing or proposed underground infrastructure improvements as determined by the San Bruno Public Works Department;
- < Recommendations for new, revised or refined “Downtown Design Guidelines”, “Downtown Design Requirements” or Facade Improvement Program, including recommendations for funding and implementation;
- < Identification of funding sources for the various improvements.

The consultant team shall work with staff from the Planning and Building Department, provide regular updates on progress, and help resolve problems that may arise during the term project. Any adopted Downtown Improvement Plan shall be in conformance with the City's General Plan (as may be amended), the City's Redevelopment Plan, and the County's Airport Land Use Plan.

The scope of work includes:

**1. Background information review, scoping sessions, and preliminary site visits**

a. Background information

All available background information including, but not limited to, the General Plan, Zoning Ordinance, Redevelopment Plan, Downtown Design Guidelines, Feasibility Study for Downtown, Library Needs Assessment, and various maps and engineered drawings;

b. Reconnaissance Survey

The consultants will join city Staff in a preliminary reconnaissance survey of the Downtown to gain added insight into physical and economic conditions, and community attitudes, and needs.

c. Scoping Session/Community Input

The consultant team will hold at least one major Scoping Meeting. In addition, the consultant team will meet with stakeholders to gain input, community attitudes, and needs. Stakeholders include, but shall not be limited to, elected City officials and staff, downtown merchants and property owners, Chamber of Commerce, Library Foundation/Friends of the Library, and key civic leaders.

**2. Recommendation on location of Public Library and Community Meeting Facility**

- a. **Time is of the essence!** The first recommendation from the consultant team shall be a preferred location (if any) for a new Public Library and Community Meeting Facility. The team shall review records and opinions from public meetings regarding the Library, meet with elected officials and staff, representatives of the Library Foundation/Friends of the Library, library space planning consultants, and key civic leaders.
- b. Based on these records and interviews, as well as the professional expertise of the downtown planning consultants, the team shall make a formal recommendation regarding a site for the Library and any comments deemed appropriate by the consultants, on the following schedule:

Initial comments to City Manager and staff: July 12, 2000

Formal written report to City Council and public input: July 25, 2000  
(Including general comments and recommendations)

Action by City Council (if any): August 8, 2000  
(For potential to be on November ballot for public approval)

**3. Determine appropriate physical boundaries for the Downtown Improvement Plan**

- a. The consultant will review the proposed survey area for the Downtown Improvement Plan and may propose changes to the size and/or boundaries of the area.
- b. Using available maps supplied by the City, the Consultant will prepare base maps at a level of detail suitable for Downtown Plans. The maps will be used to document existing conditions, plot potential project boundaries, and outline future improvements

**4. Develop a work program and timetable for distribution to City staff**

- a. Develop timetable and circulate to City staff for review and approval.

**5. Develop goals, guidelines and/or recommendations addressing the major components of the Downtown Improvement Plan cited previously in this document**

- a. Recommendations may be made by individual component of the plan; however, all components shall be coordinated to assure that any final Downtown Improvement Plan represents a cohesive and comprehensive program for the improvement and rejuvenation of the downtown area

**6. Create and supply of Downtown Improvement Plan documents and maps to the City, as follows:**

- a. One (1) camera ready copy and ten (10) bound review copies of a draft report
- b. One (1) camera ready and 50 bound copies of the final report

### **III. QUALIFICATION / PROPOSAL FORMAT AND CONTENT**

Interested consultants should submit a single document which is a combined statement of qualifications and a detailed response. The proposal should be brief and should not include unnecessary material. The following format should be used to address the RFQ/RFP:

#### **QUALIFICATIONS**

##### ***Transmittal Letter***

- < Describe the firm or the team's interest in a commitment in providing professional services to the City of San Bruno;
- < The letter shall be signed by a person authorized to negotiate a contract;
- < The proposer's name, address, fax number, telephone number, and e-mail address should be included on this page.

##### ***Team Experience***

- < Describe the qualifications and experiences of the team expected to be assigned to this project;
- < Include previous experience with local government procedures and Downtown Improvement Plans;
- < References - A list of three agencies, projects, and contact persons should be included.

##### ***Staffing***

- < Include an organizational chart and staffing plan for your firm;
- < State whether existing permanent staff will be assigned to these projects or if additional staff will be hired;
- < Include resumes for the key personnel expected to be assigned to this project. It is expected that designated key staff will remain constant for the duration of the project. Key staff substitution will be allowed only after an interview and concurrence with the City;
- < State other projects the expected individual team members are currently working on as well as the projects with which the firm is currently involved.

##### ***Insurance Documentation***

The City requires that the Consultant provide and maintain policies of insurance. All Consultants must provide original Certificates of Insurance evidencing their insurance coverage. All Consultants must have:

- < \$1 million General Liability Insurance;
- < \$1 million Auto Insurance;
- < \$1 million Workers' Compensation Insurance;
- < \$1 million Errors and Omissions Insurance;

### PROJECT PROPOSAL

This detailed proposal response will be used to evaluate the submittal. Careful and complete answers are needed for all sections of the proposal. Addressing the general selection criteria is highly recommended. The following should be addressed in the proposal:

#### ***Work Plan***

- < Discuss your firm's ability to meet the time lines contained herein, especially the ability to make recommendations on the location of the Public Library and Community Meeting Facility;
- < Discuss your firm's understanding of the type of services to be performed. This should provide the City of San Bruno with specific information;
- < The proposed format, content, and timing of the San Bruno *Downtown Improvement Plan*;
- < Detailed responses to how each issue in the scope of work will be addressed;
- < A proposed time line and procedures for creating the Plan;
- < Total cost of project, including a detailed cost breakdown including the costs for each task necessary for the proposed scope of work. (The consultant should specify the personnel who will be responsible for each task, how much time will be spent by each person, and the rate which will be charged).

## **IV. SELECTION PROCEDURE AND CRITERIA**

The City of San Bruno reserves the right to reject any and all proposals received. Proposals will be considered only on their entirety. The City reserves the right to negotiate specific requirements and costs using the selected proposal as basis.

### SELECTION PROCESS

Written proposals submitted by the deadline will be evaluated based on the criteria outlined below. Based on this evaluation, approximately the top three firms will be invited to an interview to present their proposal. One member of the interviewing panel shall be a City Council member, as requested and approved by the Council. A final ranking of the most qualified consultants will be developed. Negotiation for a final contract will begin with the top-ranked consultant. If the City fails to conclude an agreement with the top-ranked Consultant, a new negotiation will be started with the next highest ranked Consultant.

This process will continue until a contract is negotiated successfully. If negotiations fail, the City reserves the right to terminate the process without a selection.

#### EVALUATION CRITERIA

The Consultant selected for this project should demonstrate experience in Downtown Improvement Plans and the subsequent implementation. Selection shall be based on the following:

- a. Consultant's ability to meet time lines, especially for recommendations on the Public Library and Community Meeting Facility;
- b. Consultant's understanding of the City of San Bruno's desire and general approach to the project as demonstrated in Section II, *Scope of Services*;
- c. Completeness of the work included in the proposal;
- d. Consultant's experience with similar projects;
- e. Satisfaction of previous clients;
- f. Qualification and experience of Consultant's staff assigned to this project;
- g. Demonstrated ability of the Consultant to perform high quality work, control costs, and meet all established deadlines;
- h. Ability to work effectively with City Staff;
- i. Cost of proposal;
- j. Availability of Consultant - Current workload and commitments
- k. Ability to provide minimum insurance requirements

#### TARGET DATES FOR BID CONSULTANT

RFQ/RFQ issued:	May 1 , 2000
Proposal due:	May 22, 2000
Interview with firms:	Week of May 30, 2000
Negotiation with top ranked firm:	Week of June 5, 2000
Recommendation to City Council: (For selection and authorize funding)	June 13, 2000
First recommendation by consultant due: (Re: Location of Public Library)	July 12, 2000



## V. SUBMITTAL

Six (6) copies of the proposals must be received in the City of San Bruno Planning and Building Department by **5:00 p.m. on May 22, 2000.**

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Any proposal received after 5:00 p.m. on May 22 , 2000 will be automatically rejected and will not receive further consideration by the City. **Postmarks will not be accepted.** Any explanation or clarification desired by the respondents regarding the meaning or interpretation of this RFQ/RFP may be requested orally or in writing from the City of San Bruno, Planning and Building Department at (650) 616-7074.